

**3**  **A**<sup>®</sup> **10K**

THANKSGIVING DAY RACES

*10k, 5k and 1 Mile Run*

**Thanksgiving Day**

*November 27*

**2025**

Sponsorship Package

# Your Sponsorship will make an impact

**All proceeds benefit local charities**



Be a part of something powerful this  
Thanksgiving!

Partner with us for the 2025 30A 10K and  
help make a real difference.

The 30A 10K is a non-profit organization dedicated to  
serving the community by hosting a world-class running  
event that raises funds for local charities and promotes  
health and fitness.





# 2025 Race Sponsorship Opportunities



## PLATINUM \$10,000

Recognition as Premier Sponsor + Large Logo on Race Shirt + Large logo on Start/Finish Line + Logo on Website + 2 Dedicated E-blasts + 8 free entries + Race Day Signage + Social Media Thank You's

## GOLD \$5,000

Special Recognition at Finish Line + Medium Logo on Race Shirt + Logo on Website + Dedicated E-blast + 4 Free Race Entries + Race Day Signage + Social Media Thank You

## SILVER \$3,000

Listing on Website + 2 Free Race Entries + Small Logo on Race Shirt + Race Day Signage + Social Media Thank You

## BRONZE \$1,000

Race Day Signage + Social Media Thank You

***\*Custom Sponsorship Opportunities are available!  
Please email [30A10Krace@gmail.com](mailto:30A10Krace@gmail.com)***

# 2025 Charity Partners

Every sponsorship helps support these missions.



## POINT WASHINGTON MEDICAL CLINIC

PROVIDES FREE PRIMARY MEDICAL CARE TO ANYONE IN NEED. INCLUDING SICK VISITS, SPORTS PHYSICALS, WOMEN'S HEALTH, AND MANAGEMENT OF CHRONIC ILLNESSES.

## CHILDREN IN CRISIS

OFFERING SAFE, STABLE HOMES TO CHILDREN IN NEED. GIVING KIDS A FRESH START AND A BRIGHTER FUTURE.

## WALTON COUNTY CULTURAL ARTS ALLIANCE

A NON-PROFIT THAT PROVIDES LEADERSHIP, ADVOCACY, GRANTS AND FUNDING FOR THE ARTS AND ENCOURAGES ARTS EDUCATION IN OUR AREA.

## BAILEY BRIGADE

SUPPORTING FAMILIES FACING CANCER WITH STRENGTH, LOVE, AND RESOURCES WHEN IT MATTERS MOST.





# 30A 10K By the Numbers

Contact us today to explore sponsorship opportunities!

[30A10Krace@gmail.com](mailto:30A10Krace@gmail.com)



- 3,350+ 10K, 5K AND 1 MILE FUN RUN PARTICIPANTS
- 6,000+ SPECTATORS
- 34+ STATES AND 3 COUNTRIES REPRESENTED
- 10,000+ SUBSCRIBERS TO EMAIL BLASTS
- 56.6K VIEWS ON FB (JUNE-NOV)
- 52.8K VIEWS ON IG (JUNE-NOV)

# We exceeded our goals in 2024!



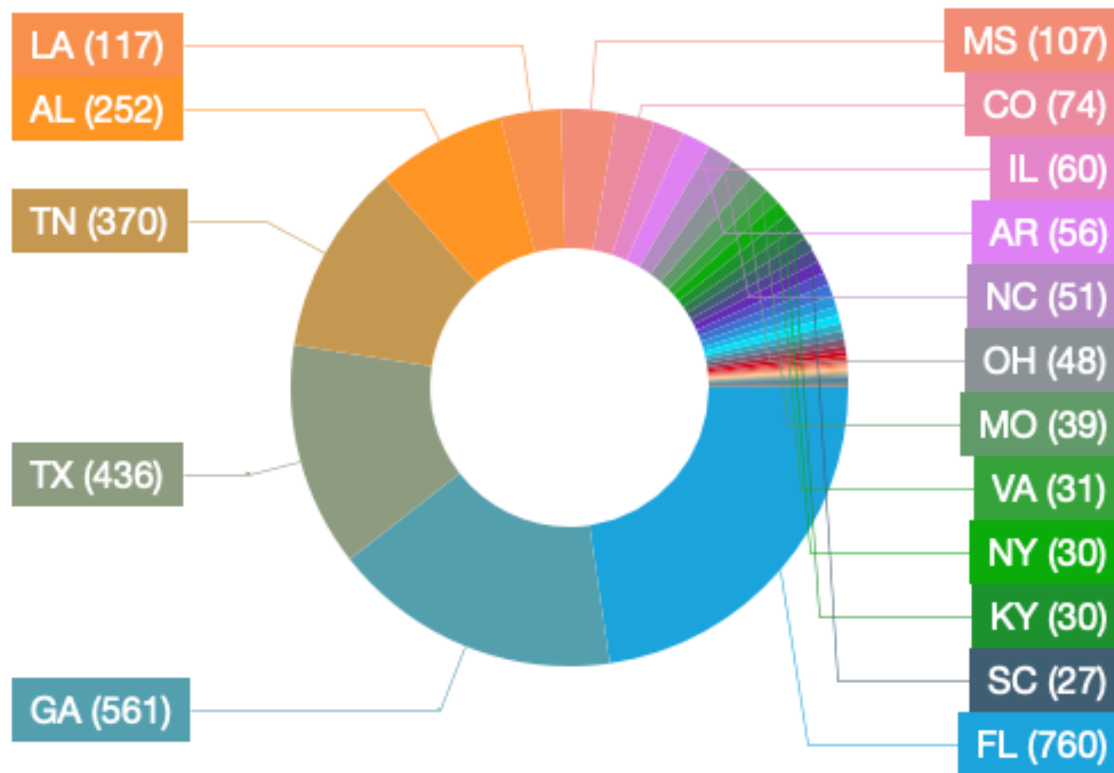
- **THE RACE CONTINUALLY SELLS OUT!** Our race is a proven win for families looking for a fun activity on Thanksgiving morning.
- **THE RACE RAISED A RECORD TOTAL OF \$130,000 FOR LOCAL CHARITIES – THE LARGEST DONATION YET!**
- **OUR MARKETING EFFORTS BROADCAST THE MESSAGE OF INVITING PARTICIPANTS TO COME, STAY, AND FULLY ENJOY ALL THAT SOUTH WALTON HAS TO OFFER DURING THE HOLIDAY SEASON.** Our runners reported an average stay of 7-10 days, with approximately 4 adults and 2 kids in their party.
- **30A 10K RUNNERS REPORTED IN OUR POST-RACE SURVEY THAT THEY WERE VERY HAPPY WITH THE RACE.** 85% said they were likely to attend our event again in 2025



# 2024 Race Demographics



State of Registration



- THE 30A 10K ATTRACTS A DIVERSE GROUP OF RUNNERS AND SPECTATORS.
- OUR RACE IS A MULTIGENERATIONAL ANNUAL EVENT FOR FAMILIES FROM ALL OVER.
- RUNNERS FROM 17 STATES, PLUS CANADA TOOK PART IN THIS YEAR'S EVENT
- ~65% OF RUNNERS COME FROM OUT OF TOWN

# 2024 Race Demographics



The 30A 10K attracts a diverse group of participants.

Most participants have run the 30A 10K for at least 2-4 years, with some runners coming back for 9+ years!

Our digital marketing strategy targeted audiences with annual incomes of \$250k+ in the hottest zip codes of Nashville, Dallas, Knoxville, Birmingham and Atlanta.

AGE GROUP	COUNT	PERCENTAGE
Under 18	756	22.57%
Ages (18 - 29)	649	19.37%
Ages (30 - 39)	524	15.64%
Ages (40 - 49)	635	18.96%
Ages (50 - 64)	597	17.82%
Over 65	189	5.64%
<b>Total</b>	<b>3,350</b>	<b>100%</b>



Contact us today to explore sponsorship opportunities!

Melanie Cain, Race Director:

[30A10Krace@gmail.com](mailto:30A10Krace@gmail.com)

Thank you!!

